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From The Desk Of TK

Georgia Southern University

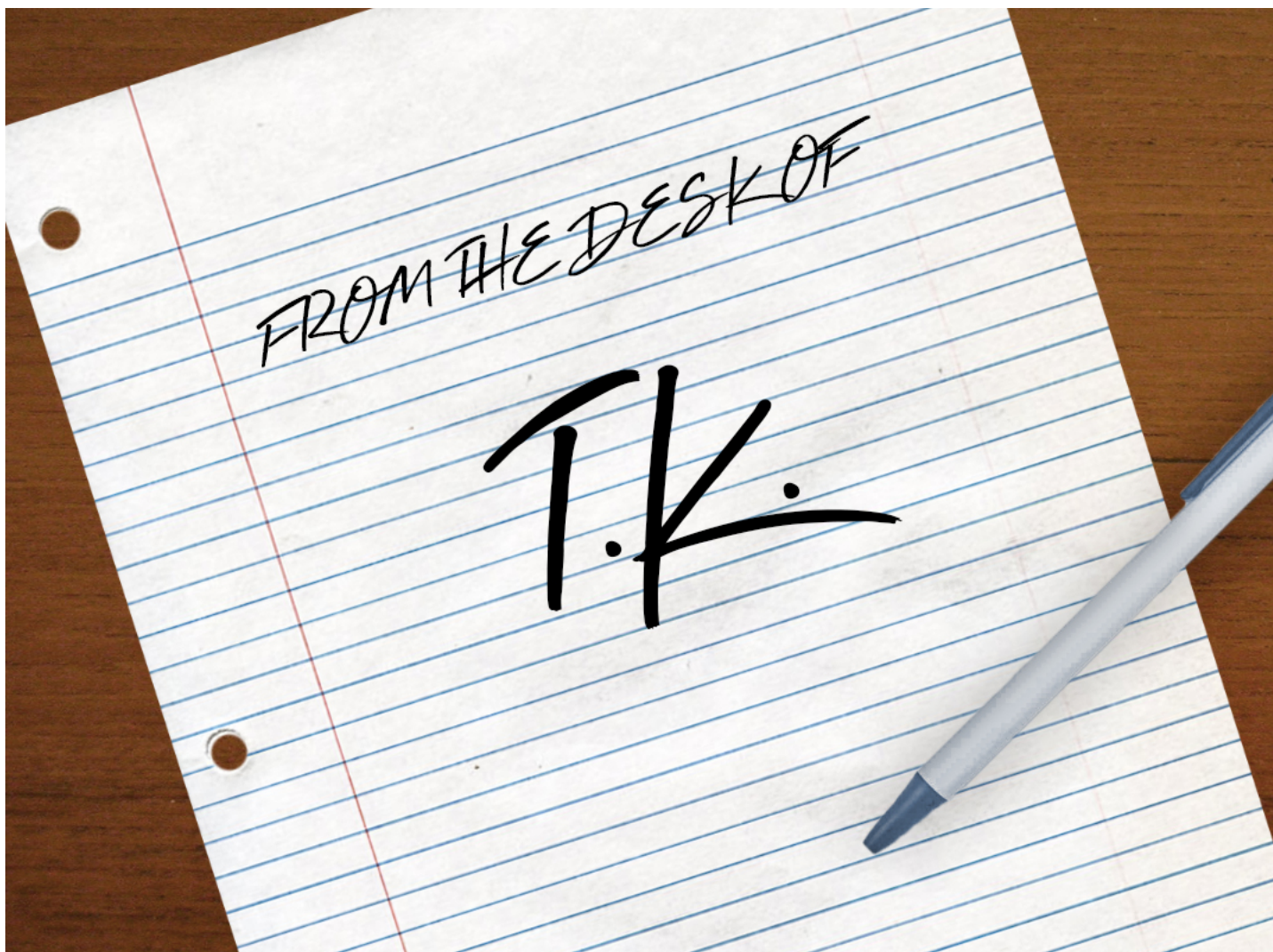
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Georgia Southern University Athletics



From The Desk Of TK
AD addresses Eagle Nation in letter form
Men's Basketball
Posted: 2/21/2019 11:00:00 AM
Dear Eagle Fan,

As we wind down the year in basketball, I thought this would be a great time to show fans the financial benefits of investing in collegiate basketball, not only at Georgia Southern but within our league as well.

Men's basketball, much like football, provides an opportunity to earn revenue for their respective university and conference through NCAA tournament payouts called "units." Each unit is valued roughly at about \$250,000 and increases each year by roughly 3 percent. Each team that plays in the NCAA tournament earns a minimum of one unit and receives an additional unit every time they advance further into the tournament. These units are paid out over a period of six years. Simply put, two teams in the tournament who win one game each, are worth \$1 million a year for six years for a conference. These funds are then divided up equally amongst conference membership. These revenues, in addition to ticket sales from basketball games, help finance the athletic department in its goal of providing each student-athlete the resources to win championships, graduate and develop skills for life after sports. So cheer hard for the Eagles to win, then cheer hard for the rest of the conference to reach the NCAA tournament as well. You can assist in helping support basketball through season ticket purchases or getting involved in our Hanner renovation campaign that was recently kicked started by a [generous donation](#). If you are interested, please get in touch with [Sally Scott](#), Associate Director of the Athletic Foundation, at (912) 601-4029 or swscott@georgiasouthern.edu.

Congratulations to our first NCAA qualifier in air rifle, [Rosemary Kramer](#). Rosemary will be representing Georgia Southern University this year in the NCAA Rifle Championships in Morgantown, West Virginia, on March 9. She qualified by shooting one of the top scores this past weekend in the country. This is quite an accomplishment for her and our program that was started just six years ago. In addition to the NCAA championship, Rosemary has the opportunity this year to qualify for a spot on the US Olympic Air Rifle team.

A big thanks go out to everyone who purchased a table and or ticket to attend the 2018 Georgia Southern Football Gala and Awards Banquet which was held last week. It was a great event and allowed the team, our soon-to-be-graduating seniors, and staff to be recognized for all of their accomplishments this past football season. In case you missed the event, feel free to watch it [here](#).

I look forward to seeing all of you at the upcoming home basketball games and throughout the spring sports' seasons. Last but not least, thank you to everyone who sent text messages, emails, tweets, etc. in support or with advice on how to fix a basketball rim. Just remember the Hanner renovation campaign!

Hail Southern,



[Tom Kleinlein](#)

Director of Athletics, Georgia Southern University

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